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**B.A. IN APPAREL DESIGN AND
MERCHANDISING (BAADM)**

Term-End Examination

December, 2012

BFM-036 : FASHION IN THE GLOBAL ECONOMY

Time : 3 hours

Maximum Marks : 100

*Note : Attempt **any five** questions.*

1. How are fashion products classified ? 20
Differentiate between a product life cycle curve of a "classic" and a "fad".
2. Classify consumers on the basis of their adoption of fashion cycles. Also explain the concept of life cycle. 20
3. Explain in detail the various services and resources used by fashion and textile designers to analyse fashion trends ? Name few companies engaged in forecasting activities. 20
4. Explain the sizing methodology followed by apparel companies in Menswear, Womenswear and Children wear. How would you classify Fashion Merchandise ? 20

5. Analyse and explain the salient features of corporation as a means of ownership of textile and apparel companies ? 20
6. Explain in detail the following components of a brand ? 20
- (a) Brand Strategy.
 - (b) Brand Positioning.
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